

M.A. Journalism & Mass Communication
SEMESTER III

Core Compulsory-I

Public Relations & Corporate Communication

Time allowed: 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Imparting basic understanding of Public Relations and identify and analyze various Techniques of Public Relations and Publicity. To provide the students in-depth knowledge about the functioning of Public Relations in Government and Private Sector.

Scheme of Examination: The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will carry equal marks (15 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-1

Nature and Scope of Public Relations, Present status and future of PR in India, Principles of PR, Publicity, Propaganda, Lobbying & Public Opinion, Publics in PR, Image building in Public & Private Sector Tools and Techniques of PR, Code of Conduct in PR, Sensitivity to Cultural Issues, Role of Photography in PR, Marketing Research for the PR Practitioner

Unit-2

PR Campaign, PR in Crisis Management, Developing Corporate Identity, Functions and Responsibilities of PR Practitioners, Media Relations Event Management, Concept of Neutral Territory, Writing for Public Relations, Publicity Inputs, Organizing Press Event, Preparation of Press release.

Unit-3

Corporate Communication: concept and definition, Evolution and History of Corporate Communication, Principles of Corporate Communication, Corporate Communication and growth of the organization, Corporate Communication and Media Houses, Corporate Communication Advertisement agencies, Corporate Communication in Shopping Malls,.

Unit-4

Role of Corporate Communication in damage control & crisis management, Corporate communication: Planning, management and execution, Feature of Corporate Communication in India. Importance of Research in the field of Corporate Communication, Corporate Communication in Multi National Companies, Feedback, Group Communication, Corporate Culture

M.A. Journalism & Mass Communication

SEMESTER III

Core Compulsory-II

Photo Journalism

Time allowed: 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Imparting basic understanding of Public Relations and identify and analyze various Techniques of Public Relations and Publicity. To provide the students in-depth knowledge about the functioning of Public Relations in Government and Private Sector.

Scheme of Examination: The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will carry equal marks (15 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-I

Introduction of Photo Journalism, Brief History of Photography, Photography as Medium of Communication, Photography: Types, Digital Photography, Photography Studio & Field Photography

Unit-II

Photography Techniques, Photography for Advertising, Portfolio Photography, News Photography News Values for Pictures, Photo Features, Caption Writing, Photo Cropping, Qualities essential for Photo Journalist, Impact of Technology on Photography

Unit-III

Camera: Principles of Camera, Elements, Camera Formats & Accessories, Camera Parts and its Types, TLR, SLR, POLOROID, UNDERWATER CAMERA & DIGITAL CAMERA, Tripod, Monopod, Filters, Lens Hood

Unit-IV

Lighting and Visual Communication, Lighting Sources : Natural & Artificial, Lighting Contrast Types of Lighting Different aspects Related to Photography

M.A. Journalism & Mass Communication

SEMESTER III

Core Compulsory-III

ADVERTISING & MARKETING

Time allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Imparting basic understanding of the field of Advertising & Marketing. To identify and analyze basic types of advertisements and Media of Advertisement. To provide them in-depth knowledge about the structure and functions of Advertising Agencies.

Scheme of Examination: The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will carry equal marks (15 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-1

Advertising: Definition, Nature & Scope, Evolution and Growth of Advertising, Classification of Advertising, Appeals in Advertising, Copy Writing for Print & Electronic Media Advertising, Socio-economic effects of Advertising, New trends in Advertising.

Unit-2

Advertising Budget-an overview, Advertising Appropriation, Political & Social Campaigns, Campaign Planning, Advertisement and Consumerism, Parts of Advertising

Unit-3

Nature and Scope of Marketing, Evolution and Growth of Marketing , Approaches to Marketing, Functions & Principles of Marketing, E-Commerce and Internet Marketing, International Marketing

Unit-4

Customer Relationship Management, Marketing Communication, Entrepreneurship, Internet Advertising, Marketing Mix, 5 P's of marketing, Marketing and New Media

M.A. Journalism & Mass Communication

SEMESTER III

Core Compulsory-IV

FILM STUDIES

Time allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Imparting basic understanding of the process of Film Making. To impart knowledge about the World of Cinema and provide them in-depth knowledge about the process of Film Making and Film appreciation.

Scheme of Examination: The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will carry equal marks (15 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-1

Cinema: Development of Cinema in India, The Pioneers, Coming of Superstars , Rise of Multiplex, Characteristics of Hindi Cinema, Characteristics and Development of Haryanvi Cinema, Genres of Indian Cinema.

Unit-2

Film as a medium, Five C's of cinematography, Films vis-a-vis society, Film as an art form, Process of Film making , Cinema as a powerful medium of Mass Communication, CBFC: Organization & Functions.

Unit-3

Parallel Cinema, New Wave Cinema, Regional Cinema of North India, Problems and Future of Punjabi & Haryanvi Cinema, Prominent film directors viz-a-viz Satyajit Ray, Mrinal Sen, Shayam Benegal and Mani Ratnam

Unit-4

Film Budgeting, Recent Technological Innovations in Cinema, Distribution and Exhibition of Films in India, Film Publicity Techniques, Film Review, Film magazines and film supplements of Newspapers.

M.A. Journalism & Mass Communication

SEMESTER III

Core Elective (I)

BUSINESS JOURNALISM

Time allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Imparting basic understanding of the Business World of and the features of Business Journalism. To provide them in-depth knowledge about the Business Reporting, Business Journalism and Modes of Business Journalism.

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-1

Introduction- Definition and Scope of business Journalism, Define the importance of business communication and channels of communication, Brief history of business journalism in India

Elements of Business News Stories, Sources of Business News

Unit-2

Business correspondence – business letters /reports (annual committee etc) précis /summarizing etc.

Sign language :perception /attitude /beliefs/values/norms, Interpersonal /intrapersonal business communication, Major Business Journals and their Unique Feature

Unit-3

Changing Scenario of Business Journalism, Ethics and Social Responsibilities of Business Journalism, Professional Requirements of Business Journalist, Tools and challenges of business journalist Business Feature

Unit-4

Characteristics of Business Journal, Qualities of Effective Business Articles, Business Letters, Panel Discussion, Latest trends and issues of business journalism in India, Prominent economic/business journalist in India

M.A. Journalism & Mass Communication

SEMESTER III

Core Elective (I)

SPORTS JOURNALISM

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Imparting the Students a Basic Understanding of the World of Sports and Identify and understand various types of Sports Communication. To inculcate the understanding about the sources of Sports News and Sports News Editing.

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10
Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-1

Sports Journalism, Sports News: Concept, Contents & Definition, Sports News Values, Sources of News, News Style, Accuracy, Objectivity & Fairness in Sports Writing

Unit-2

Sports Writing, The Language of Sports Journalism, Freelance Sports Journalism, Sports Pages of English & Language News Papers, Syndicated Sports Journalism, Politics and Sports, Sports as Entertainment

Unit-3

Sports Photography, Sports Magazines, Sports TV Channels, Sports Commentary, Sports Culture, Sports Mania , Sports Personality, Prominent Sports Journalists.

Unit-4

Traditional Indian Games and Sports, Place of India in International Sports, Television & Traditional Games, Sports News Paper: Need & Probabilities, Major Sports Issues

M.A. Journalism and Mass Communication

SEMESTER III

Core Elective (II)

Economic Journalism

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks: 70

Internal Assessment: 30

Objectives: Giving to the Students a Basic Understanding of Communication, and Identify and Analyze Basic Types of Communication and its Barriers. Models of Communication in Order to Understand Various Dimensions of Media as Communication

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus. 4 Questions of 15 Marks= 60 Marks

Unit-I

Economic Journalism-Definition, Concept and Scope, Importance of Business Journalism, Global Status, State of Business Journalism in India, General Overview of Business Journalism, Latest Trends of Business Journalism in India

Unit-II

History of Economic Journalism in India, Development Journey, Major Business Journals, Interpretation, Investigation and In-Depth reporting of Business, Commerce and Economy Related News, News Analysis of Business/Commerce/Economic Issues, Reporting about Corporate Sector

Unit-III

Duties, Responsibilities and Qualities of Business Journalist, Tools for Business Journalists, Writing Skills for Business Journalists, Scope, Possibilities for Business Journalists, Challenges for Business Journalists

Unit-IV

Business Journalism-on Radio, T.V., Social Media, Business Journalism-Emerging Issues/Trends, Future Prominent Economic/Business Journalists, Current Issues in Indian Economy, Business, Industry Corporate Sector, Govt., Economic Policies, Corporate Social Responsibility

M.A. Journalism & Mass Communication

SEMESTER III

Core Elective (IV)

POLITICAL COMMUNICATION

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Giving to the Students a Basic Understanding of Political Communication, and Identify and Analyze Basic Types of Political Communication and its Barriers. Models of Political Communication in Order to Understand Various Political Communication

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10
Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-1

Meaning, Nature and Scope of Political Communication, Democracy & Media, Media Effects of Political Communication, Political Marketing, Political PR, Media Power in Politics, Role of Advertising in Political Communication

Unit-2

Role of Media in Political Communication, , Media and policy making, Gatekeeping vs Propaganda models, New Media and Political Awakening.

Unit-3

Public Opinion Polls: Reliability and validity, Conducting Opinion Polls: Preparation and Execution, Authenticity of Pre-poll and Post-polls, Public Opinion and Audience, Guiding Public Policies, Public opinion & New Media

Unit-4

Political Ideology: Political Socialization, Media during Elections, Opinion Making Media & Terrorism, Media and Political Campaigns, Malpractices in Politics, Political Vendetta

M.A. Journalism & Mass Communication

SEMESTER III

Open Elective

FILM STUDIES

Time allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Imparting basic understanding of the process of Film Making. To impart knowledge about the World of Cinema and provide them in-depth knowledge about the process of Film Making and Film appreciation.

Scheme of Examination: The Question Paper will be divided into Five Units. First Unit/ Question will consist of five compulsory questions based on all the four units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will carry equal marks (15 Marks Each). There will be two questions Set with internal choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-1

Cinema: Development of Cinema in India, The Pioneers, Coming of Superstars , Rise of Multiplex, Characteristics of Hindi Cinema, Characteristics and Development of Haryanvi Cinema, Genres of Indian Cinema.

Unit-2

Film as a medium, Five C's of cinematography, Films vis-a-vis society, Film as an art form, Process of Film making , Cinema as a powerful medium of Mass Communication, CBFC: Organization & Functions.

Unit-3

Parallel Cinema, New Wave Cinema, Regional Cinema of North India, Problems and Future of Punjabi & Haryanvi Cinema, Prominent film directors viz-a-viz Satyajit Ray, Mrinal Sen, Shayam Benegal and Mani Ratnam

Unit-4

Film Budgeting, Recent Technological Innovations in Cinema, Distribution and Exhibition of Films in India, Film Publicity Techniques, Film Review, Film magazines and film supplements of Newspapers.

M.A. Journalism & Mass Communication
SEMESTER IV

Core Compulsory-I

MEDIA RESEARCH

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Giving to the Students a Basic Understanding of Media Research, and Identify and Analyze Basic Types Applied Research and Research Design. Various Data Analysis Techniques in Order to Understand Various Dimensions of Media Research.

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10
Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-1

Communication Research: Concept, Need and Importance, Pure & Applied Research, Feedback and Feed forward Studies, Qualitative and Quantitative Research, Hypothesis: Types and Importance

Unit-2

Research Design: Meaning, Need & Importance, Experimental, Longitudinal Studies, Panel Studies, Research Methods & Techniques: Sampling, Survey, Case Study, Content Analysis

Unit-3

Questionnaire: Purpose, Preparation & Administration, Types of Questions, Sources of Data: Primary, & Secondary , Coding, Classification, Tabulation of Data, Data Analysis and Interpretation.

Unit-4

New trends in Mass Communication Research, Research Report: Purpose and Characteristics, Parts of Research Report , References: Foot-notes, End-notes & Bibliography

M.A. Journalism & Mass Communication

SEMESTER IV

Core Compulsory-II

MEDIA STRUCTURE & MANAGEMENT

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Giving to the Students basic understanding of Media Houses and Media Organizations. Problem of Small Scale Newspapers and various types of Advertising Campaigns.

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10
Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-1

Organization Structure of Prasar Bharti , Organization Structure of Private Channels, Types Ownership in Electronic Media, FTII, Film Censorship Board

Unit-2

Organizational Structure of Newspapers and Magazines, Ownership and Control of Newspapers & Magazines, Managing Internet Edition of a Newspaper, Problems of Small scale Newspapers

Unit-3

Organizational Structure of Advertising Agencies, Advertising Campaigns, Internet Advertisements, Ad. Agency Commission System , Empanelling of Ad. Agency, AAAI, ABC, ASCI.

Unit-4

Organizational Structure of Government PR Departments, Functioning of PR Departments in Corporate Sector, PR Campaign, Empanelling of PR Consultancies, PRSI, IPRA, PIB.

M.A. Journalism & Mass Communication

SEMESTER IV

Core Compulsory-III

MEDIA LAWS & ETHICS

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Giving to the Students a Basic Understanding of Media Laws and their usage in Media Industry. To impart the knowledge about Press Council of India and various Press Commissions.

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10
Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-1

Media Laws: Meaning and Concept of Media Ethics, Fundamental of Indian Constitution, Salient Features of Constitution, Fundamental Rights and Fundamental Duties, Directive Principles of State Policy

Unit-2

Freedom of Speech and Expression with special reference to Freedom of Press in India, Parliamentary Privileges, Law of Defamation, Contempt of Court, Film Censorship

Unit-3

Press and Registration of Books Act, 1867, Official Secrets Act, Working Journalist Act , Copyright Act, Indecent Representation of Women Act, Prasar Bharti Act, Cable Television Network Regulation Act

Unit-4

Press Council of India, Press Commission, Right to Privacy, Right to Information, Consumer Protection Act, Code of Ethics for Media Professionals

M.A. Journalism & Mass Communication

SEMESTER IV

Core Compulsory-III

Media Practical & Comprehensive Viva

Time Allowed: 3 Hours

Total Marks: 100

Practical Portfolio :40

Comprehensive Viva: 60

Pass Marks: 40

Students prepare the following assignments during the semester and there will be required to submit in the Department before 15th April. An External and an internal examiner will evaluate their work during comprehensive Viva.

Sr. No.	Item	Number
1.	News Reports	Six (3 Hindi, 3 English)
2.	Articles	Two
3.	Features	Three
4.	Film Review	Two
5.	Book Review	One
6.	Travelogue	One
7.	Photo Features	One
8.	Caption Writing	10 (5 Hindi, 5 English)
9.	Radio News Bulletin (Script)	One
10.	TV News Bulletin (Script)	One
11.	Editing Press Notes	Ten
12.	Print Adv. Classified	Five
	Display	Two
	Classified Display	Three
13.	Pamphlet, Poster, Folder	Three Each
14.	Letter to Editor	Five
15.	Power Point Presentation	One (At Least 10 Slides)
16.	Radio Jingles	Four
17.	Radio Adv. (Script Writing)	4

M.A. Journalism & Mass Communication

SEMESTER IV

Core Elective-I

INTERNATIONAL COMMUNICATION

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Giving to the Students a Basic Understanding of International Communication, and Identify and Analyze role of International Communication in Nation Building. To impart the knowledge about International Media Networks and broadcasting programs.

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10

Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-1

International Communication: Concept, Need, Nature, Scope and functions, Qualities and Responsibilities of International Communicators

Unit-2

International Commissions in the field of International Communication: Hutchins's and Mac Bride Commission, Free flow of information: balances and imbalances, Non-Aligned News Pool

Unit-3

New World Information and Communication Order: Concept, Nature, Scope and Significance, Impact of Globalization on Media, International News and Information Networks, International Trade in Broadcasting Programmes, International Media Networks

Unit-4

Monopoly of Media, International Film Network, International Broadcasting Network, International New Media Network, International Advertising

M.A. Journalism & Mass Communication

SEMESTER IV

Core Elective-II

TRADITIONAL MEDIA

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Giving to the Students a Basic Understanding Traditional Folk Media, and Identify and Analyze Basic Characteristics & advantages of Folk Media. Relevance of folk media in Modern Society.

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10

Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-1

Evolution of Human Society, Methods of Communication in Primitive Societies, Traditional Modes of Advertising, Traditional Personality, Ethics of Traditional Media in present Media Environment.

Unit-2

Characteristics & advantages of Folk Media, Traditional folk variety in India, Traditional Games and Sports, Folk Tales, Folk Songs & Folk Dances of Punjab and Haryana, Tourism as promotion of Folk Culture ,Relevance of folk media in Modern Society

Unit-3

Folk Theatre: Characteristics and Advantages, Prominent Folk theatrical Forms of India, Street Theatre -Role and Significance, Popular Folk Media of North India ,Regional Films as Carriers of Folk Media

Unit-4

Prominent Balads of India ,Traditional Media and Social Cultural change, Limitations of Folk Media ,Integrated use of Folk Media and Mass Media ,Impact of Electronic Media on Folk Media, Relevance of Folk Media in contemporary society, Traditional Media and New Media.

M.A. Journalism & Mass Communication

SEMESTER IV

Core Elective-III

COMMUNITY RADIO

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Giving to the Students a Basic Understanding of Community Radio and Procedure of setting up a Community Radio Station. Role of community Radio in Social Development

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-1

Community Radio – Concept & Objectives, Brief history of Community Radio in India, Differences between Community Radio & Commercial Radio and AIR, Commercial Radio in Indian context, Present scenario of Community Radio in India

Unit-2

Procedure of setting up a Community Radio Station, Contents of Programmes of Community Radio, Target Audience for CRS, Rules and Regulations for CRS Broadcasting, Advertising on Community Radio

Unit-3

Role of community Radio in Social Development, Community Radio as Voice of the Voiceless, Limitations and Future of Community Radio, Community Radio and Formal & Informal Education, Role of Community Radio in Natural calamities

Unit-4

Community Radio & Education, Community Radio & Moral - Ethical Values, Community Radio as a tool of Education, Community Radio & Social Evils, Community Radio & Socio-Cultural Development

M.A. Journalism & Mass Communication

SEMESTER IV

Core Elective-IV

SOCIAL MEDIA

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Giving to the Students a Basic Understanding of Social Media and Identify and Analyze Basic Types of citizen Journalism and its role in Nation Building.

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-1

Social media definition and importance ,Relationship and use of social Media in Society, Impact of Media on society- recent trends, Tools of social media ,Citizen journalism, social Media Development, Media as Mirror of Society, Media & Social Problems

Unit-2

Use of blogs, Twitter, Facebook, Instagram, Snapchat, You Tube etc. for story generation and development ,Protecting copyright, Dynamic of social media networks, novelty, strengths and weakness, growing personal sphere and online communities , Impact of social Media on children and youth

Unit-3

Multimedia storytelling on individual and group blogs, Social sharing to social activism, Media as Social Reformer- Social Media and Violence, Media and Rising Crime, Media and development of scientific temperament

Unit-4

Social Media accountability, Security and privacy concerns, nature of cyber crime and cyber laws ,Net war and terrorism ,need for a national ICT Policy, Social Media and Nation building, Social Responsibility of Media

M.A. Journalism & Mass Communication

SEMESTER IV

**Open Elective
SOCIAL MEDIA**

Time Allowed : 3 Hours

Total Marks: 100

Max. Marks :70

Internal Assessment: 30

Objectives: Giving to the Students a Basic Understanding of Social Media and Identify and Analyze Basic Types of citizen Journalism and its role in Nation Building.

Scheme of Examination: The Question Paper will be Divided into Five Units. First Unit/ Question will Consist of Five Compulsory Questions Based on all the Four Units.

5 Questions of 2 Marks= 10 Marks

Question no 2 to 9 will Carry Equal Marks i.e. 15 Marks Each. There will be Two Questions Set with Internal Choice on Each of the Four Units of the Syllabus.

4 Questions of 15 Marks= 60 Marks

Unit-1

Social media definition and importance ,Relationship and use of social Media in Society, Impact of Media on society- recent trends, Tools of social media ,Citizen journalism, social Media Development, Media as Mirror of Society, Media & Social Problems

Unit-2

Use of blogs, Twitter, Facebook, Instagram, Snapchat, You Tube etc. for story generation and development ,Protecting copyright, Dynamic of social media networks, novelty, strengths and weakness, growing personal sphere and online communities , Impact of social Media on children and youth

Unit-3

Multimedia storytelling on individual and group blogs, Social sharing to social activism, Media as Social Reformer- Social Media and Violence, Media and Rising Crime, Media and development of scientific temperament

Unit-4

Social Media accountability, Security and privacy concerns, nature of cyber crime and cyber laws ,Net war and terrorism ,need for a national ICT Policy, Social Media and Nation building, Social Responsibility of Media